



USDA Weekly Retail Turkey Feature Activity

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 11/03 thru 11/09.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

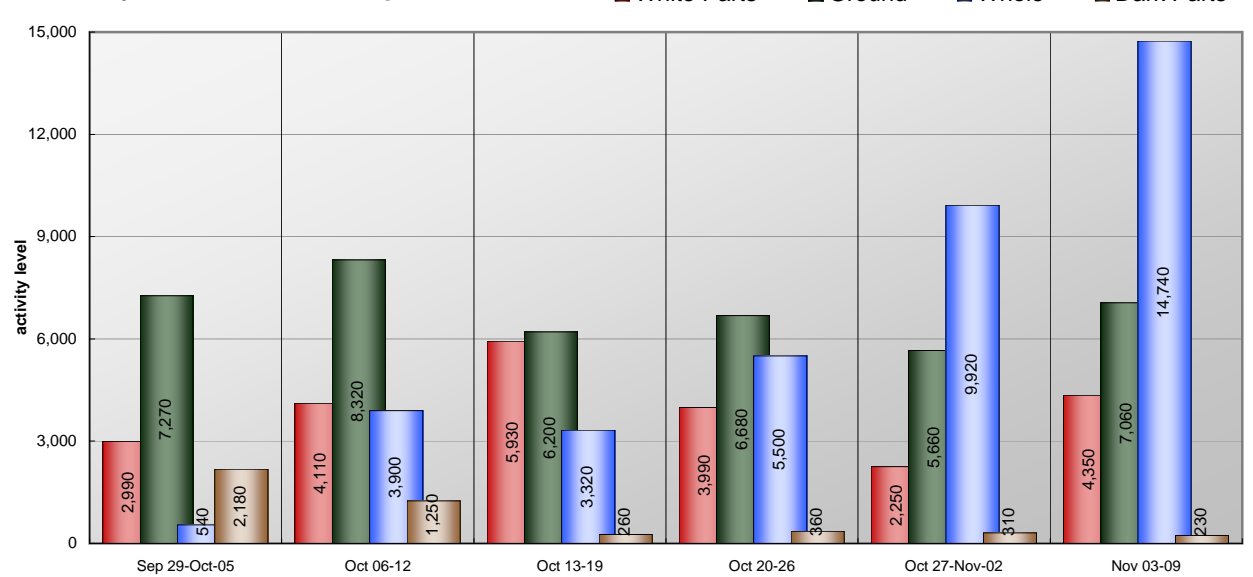
Fri. Nov 03, 2006

NATIONAL SUMMARY

	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	66.7% of 17,000 outlets		48.2% of 17,000 outlets		55.7% of 16,700 outlets	
Special Rate 4/	15.8%		6.2%		12.7%	
Activity Index 2/	27,320		18,790		27,740	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	670	0.88	600	0.91	450	1.19
" - Toms	670	0.88	600	0.91	100	0.99
Frozen - Hens	6,820	0.67	4,420	0.84	6,660	0.72
" - Toms	6,580	0.63	4,300	0.83	5,770	0.66
PARTS:						
Breast:						
Bone-in, whole						
Fresh					40	1.99
Frozen	1,550	1.33	800	1.73	850	1.50
Hotel Style						
Fresh						
Frozen	10	1.18				
Split, bone-in						
Fresh			20	1.99	30	3.99
Rotisserie	960	6.33	510	7.51	3,010	7.00
Boneless, whole						
	10	3.99			110	3.86
Cutlets						
	840	4.18	600	4.03	1,190	4.35
Cutlets, thin sliced						
	250	4.70	30	4.99		
Strips						
	360	4.44			290	3.99
Tenders						
	370	3.96	290	3.99	1,090	3.72
Marinated Tenders						
	840	3.85	330	3.61		
Drumsticks						
	60	1.15	160	1.63	160	1.29
Thighs						
	20	1.29	150	1.68		
Wings						
	60	1.15			160	1.29
Necks						
	40	1.09				
Smoked Drumsticks						
	20	1.94			60	1.46
Smoked Wings						
	20	1.94			190	1.46
Smoked Necks						
	10	1.38			40	1.39
GROUND TURKEY:						
	7,060	2.59	5,660	2.34	7,540	2.72
Patties						
	690	2.74	220	2.60	970	2.52
Sausage						
	1,220	2.44	1,450	2.30	1,480	2.33
85% lean						
	430	1.74	440	1.71	470	1.57
93% lean						
	3,300	2.18	3,050	2.19	2,420	2.30
Breast						
	1,420	3.86	500	3.82	2,200	3.79
Rolls (frsh/frz 1 lb.)						
	100	1.00	320	1.40	--	--

Note: rolls not included in ground fresh ground turkey total and weighted average.

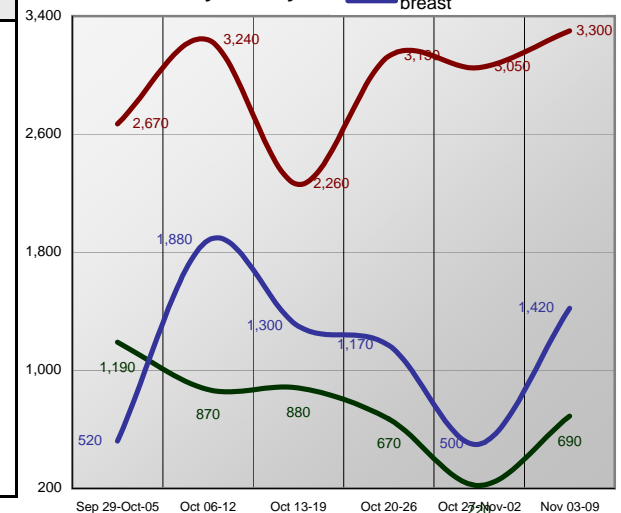
Activity Index: 6 Week Comparison



Turkey Featuring - 11/03 thru 11/09

Turkey feature activity continues to increase as Thanksgiving nears. Whole birds dominate ad space again this week with frozen birds featured at lower price levels, on average, than similar features of a week and a year ago. Offerings this week are on a par with the same week a year ago. Ads for white parts are twice as frequent as last week led by frozen bone-in and by rotisserie breasts at lower ad prices. Fresh breast cuts are evenly promoted. Dark part promotions are scattered but tested in all categories. Ground turkey continues to enjoy good feature activity with 93% lean and sausage items again leading the way although ground breast ads are up threefold from the past week. With three weeks before the holiday, about 35% of sampled stores are conducting special promotions.

Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: FEATURE RATE: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 4/ Activity Index 2/	68.2% of 7,900 sampled outlets 8.5% of stores w/ no-price promotions Activity Index = 13,630			59.5% of 5,200 sampled outlets 15.1% of stores w/ no-price promotions Activity Index = 5,560			73.2% of 3,900 sampled outlets 31.6% of stores w/ no-price promotions Activity Index = 8,030		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	0.79 - 0.89	600 0.89		0.79 - 0.89	70 0.85				
" - Toms	0.79 - 0.89	600 0.89		0.79 - 0.89	70 0.85				
Frozen - Hens	0.18 - 1.19	2,410 0.73		0.38 - 1.19	1,670 0.71		0.38 - 0.89	2,740 0.58	
" - Toms	0.18 - 1.19	2,410 0.67		0.33 - 1.19	1,660 0.68		0.33 - 0.89	2,510 0.55	
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.29 - 1.59	1,370 1.32		0.98 - 1.59	120 1.31		1.69 - 1.79	60 1.71	
Hotel Style									
Fresh									
Frozen				1.18	10 1.18				
Split, bone-in									
Fresh									
Rotisserie	4.99 - 8.99	400 6.02		4.99 - 8.99	560 6.54				
Boneless, whole				3.99	10 3.99				
Cutlets	3.29 - 3.99	530 3.97					4.54	310 4.54	
Cutlets, thin sliced	4.49 - 4.99	250 4.70							
Strips	3.99	40 3.99		2.98	10 2.98		4.54	310 4.54	
Tenders	3.99	50 3.99		2.99	10 2.99		3.99	310 3.99	
Marinated Tenders	3.72 - 4.78	520 4.26					3.19	320 3.19	
Drumsticks	1.09 - 1.29	60 1.15							
Thighs	1.29	20 1.29							
Wings	1.09 - 1.29	60 1.15							
Necks	1.09	40 1.09							
Smoked Drumsticks	1.38	10 1.38		2.49	10 2.49				
Smoked Wings	1.38	10 1.38		2.49	10 2.49				
Smoked Necks	1.38	10 1.38							
GROUND TURKEY:									
Patties	2.49 - 2.99	410 2.74		2.00 - 2.99	140 2.47		3.00	140 3.00	
Sausage	1.99 - 3.00	610 2.36		2.50	220 2.50		2.50 - 2.86	390 2.51	
85% lean	1.49 - 1.69	260 1.58		2.00	170 2.00				
93% lean	1.53 - 2.99	2,020 2.19		1.66 - 2.40	650 1.96		2.40	630 2.40	
Breast (99-100% lean)	3.29 - 3.99	940 3.98		2.99 - 3.99	170 3.01		3.99	310 3.99	
Rolls (frsh/frz 1 lb.)				1.00	100 1.00				